

Tele. Log.

MAY 1 1944

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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 28, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Installed	ICE CREAM PARLOR FOR CHILDREN	R. H. MACY & CO., INC.	TOY DEPARTMENT 5TH FLOOR
	A war-time trend, this Ice Cream Parlor is a haven for mothers who shop and have no maid with whom to leave the children; so the children come along. Macy's keeps them happy and refreshed in a new ice cream parlor, done-up like a Maypole, with low, curved counters, and tiny stools, just the right height for the little customers. Another war-time development is a new shop for expensive toys, "The Rich Uncle Shop", which will be opened shortly on the 5th floor. Although there are few maids, there seems to be plenty of money. Publicity: Miss Raices, CH. 4-2000.		
Now Showing	EXHIBIT: FASHIONS OF PRESIDENTS' WIVES	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	A chronological exhibit of costume prints of fashions from each administration, 1776-1944. The American fashion silhouette is traceable from the founding of the United States to the present time. Press and public invited 9:30 A.M.-9:00 P.M. daily; Saturday, until 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.		
Now Showing	MODEL SUMMER-TIME APARTMENTS	ABRAHAM & STRAUS BROOKLYN	CENTRAL BUILDING 5TH FLOOR
	Charming two, three, and four-room apartments furnished in Modern, Victorian, and combinations of both styles. Ample use is made of maple, bamboo, rush rugs, bright summer colors, black patent leather wall panels, plaid taffetas and other summer innovations. Open to Press and public. Publicity: Emily Adamson, TR. 5-7200.		
Now Available	30-POINT PROGRAM FOR V. DAY	WOMEN'S WEAR DAILY	8 EAST 13TH STREET
	A model plan for V. Day, offering practical suggestions for that long-hoped-for moment has been prepared in booklet form by Women's Wear Daily. It is available to all readers. Address requests to Retail Executive Division, Women's Wear Daily, 8 E. 13 St. Include a self-addressed, stamped envelope.		
Now Available	"DICTIONARY OF TEXTILE TERMS"	DAN RIVER MILLS	DANVILLE, VIRGINIA
	A glossary of over 600 representative textile terms has been prepared by Dan River Mills for distribution to store people, salesclerks, merchandise executives and copy-writers. To receive, write: Dan River Mills, Danville, Virginia.		
Just Opened	EVERFAST CORNER IN FABRIC DEPARTMENT	SAKS 5TH AVENUE	611 FIFTH AVENUE FABRIC DEPARTMENT
	Cottons and rayons are featured in the new Everfast Corner of the fabric department recently opened in this 5th Avenue store. This is a new departure, selling fabrics in a specialty shop. Publicity: Eleanor Lambert, PL. 5-8580.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Enrolled	COURSE IN RETAIL ADVERTISING Several hundred cities are expected to participate in this course in Retail advertising which will be ready September 1st. The course is given in co-operation with a newspaper, department store, and radio station, in each city. They are working with the NRDGA to develop a full school program. Cost of course ranges from \$50-\$200, depending on size of the city. For further details, contact: Edward Hoyt, Sales Promotion Division, NRDGA, 101 West 31st Street; or phone PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	30 CITIES THROUGHOUT THE COUNTRY
Now Going On <i>next week</i>	CHECK THE CHILDREN For shopping parents, Macy's provides three Buffalo Bill shows at 11:00 A.M., 2:00 and 4:00 P.M. daily. Children are amused by Cowboy Bronco Charlie Miller who regales them with tales of the pony-express in 1861 when he was a friend of Buffalo Bill. Free for children; parents invited too. Publicity: Miss Raices, CH. 4-2000.	R. H. MACY & CO., INC.	TOY DEPARTMENT 5TH FLOOR
Friday Apr. 28 3:30 P.M.	BOYS CHOOSE GIRLS' CLOTHES Answering the old question, "Do girls dress for men or for women?", outstanding boy students of Abraham Lincoln High School have selected teen-age and junior fashions that they like in suits, blouses, slacks, date dresses and gowns. Boys acting as commentators, will state reasons for their selections. Fashions will be modeled by teen-agers. Open to students of Abraham Lincoln High School and the Press. Admission, 25¢; proceeds to Abraham Lincoln High School War Chest. Namm Store Publicity: Rhoda Friedman, TR. 5-5700.	NAMM STORE & "CALLING ALL GIRLS" MAGAZINE	ABRAHAM LINCOLN H.S. OCEAN P'KWAY, B'KLYN.
Saturday Apr. 29 11:00 A.M.- 3:00 P.M. <i>next week</i>	FUN FOR THE CHILDREN Each week there is a new program in Bamberger's. From 1:00-3:00 P.M. in the Girls' Shop and 11:00 A.M.-2:00 P.M. in the Boys' Department, children are amused while their mothers shop in the store. This week Joe Granger's circus will be on hand, including live bears, monkeys, and a trained pony. Children, parents, and Press invited. Publ.: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	2ND AND 4TH FLOORS
Saturday Apr. 29 3:00 P.M.	SUB-DEB MODEL CLASS To make slick-chicks out of teen-age girls, Bamberger's undertakes to teach the fundamentals of modeling to all high school lasses who will be eligible as future sub-deb fashion mannequins, to be used by the store in a series of teen-age fashion shows they are planning. Open to all high-school students. Press invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	RESTAURANT 9TH FLOOR
Saturday Apr. 29 4:00 P.M. <i>next lecture</i>	LECTURE IN "BEAUTY AROUND THE CLOCK" SERIES Highlighting a bridge party and tea for benefit of the Bushwick Hospital, Irene Schiller, beauty expert of Helena Rubinstein, will give a demonstrated talk on the Beauty and Accomplishments of women. Open to public and press. Tickets, \$1.93. Publicity: Aimee Blaisdell, EL. 5-2100.	MISS IRENE SCHILLER OF HELENA RUBINSTEIN	PLAZA HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 1, 1944</u>			
Monday May 1 1:00 P.M. Luncheon	HAIR STYLES AT LUNCHEON: "THE LONG & SHORT OF IT" The newest coiffures launched by the increasingly popular John Hall who makes a specialty of creating hair styles that go well with the new summer hats. Open to public. Press by invitation. Luncheon from \$1.85. Commentator and Publicist: A. Gail, CI. 7-6432. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	JOHN HALL (26 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday May 1	NEW SHOE STAMP IN EFFECT Stamp #18 in Book 1, will be terminated on April 30th, and a new one becomes valid. Airplane stamp in War Ration Book 3 will be good indefinitely for one pair of shoes. The market feels that this new shoe stamp will stimulate shoe business.	O.P.A. ORDER	ALL OVER THE COUNTRY
Monday May 1	DAILY TELEGRAPHIC MER- CHANDISE SERVICE To speed up the receipt of important trade news, Fairchild Publications will make available to all cities west of Chicago, within over-night mail reach, a new daily telegraphic bulletin service, called Fairchild's News-wires. Its coverage is in the apparel, home-furnishings and related fields, Mon.-Fri. Subscription, \$10 a month; \$100 a year. Contact: Mr. Louis Fairchild, Fairchild Publications, AL. 4-5252.	FAIRCHILD PUBLICATIONS	MIDDLE WEST
Beginning Monday May 1	EXHIBIT: LIFE CYCLE OF SILK-WORM TO FABRIC If you want to raise your own silk, Bloomingdale's offers a box of 6 Mulberry trees, essential to feeding of silk worms. All persons who purchase the trees may apply to Mulberry Trees Inc., 515 Madison Ave. for 150 silk worm eggs, which will be sent free. There is a report that people are raising their own home-grown silk in shoe boxes, etc. Very interesting display; don't miss it. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	GREEN HOUSE 7TH FLOOR
Monday May 1- May 6	NATIONAL POSTURE WEEK Display managers throughout the country are putting in patriotic windows, winners to receive \$5000 in War Bond prizes. For further information, contact: Samuel Higby, MU. 3-9454.	S. H. CAMP COMPANY	200 MADISON AVE., N.Y. & JACKSON, MICHIGAN
Monday May 1- May 15	"CLOTHING FOR RUSSIA" CAMPAIGN Urgent need for clothing and home necessities for Russian families in liberated areas has been reported in a cable from Moscow by United States Ambassador W. Averell Harriman. For further information, contact: Russian War Relief, LE. 2-4900.	RUSSIAN WAR RELIEF (11 EAST 35TH ST.)	ALL OVER THE CITY
Monday May 1-30	FALL SHOWING OF CHILDREN'S LINES	COAT, DRESS, AND KNITWEAR MFRS.	INDIVIDUAL YORK SHOWROOMS
Tuesday May 2 1:00 P.M. Luncheon	FASHION SHOW OF GOWNS AND HATS These are made-to-order fashions including round the clock styles...sports, cocktail, and formal gowns. Also, bridal fashions. Gowns ensembled with harmonious hats...picturesque large hats and dramatic small ones. Open to public. Press by invitation. Luncheon a la carte. Contact: Mme. Sydell, PL. 8-0892. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MME. SYDELL (666 5TH) LENESTA (15 EAST 53RD)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 2 2:00 P.M.- 4:00 P.M.	4TH LECTURE IN RED CROSS NUTRTION SERIES Mrs. Sylvia Neubauer and Miss Pauline Leonard, Red Cross instructors, are giving a talk on "Entertain with a Clear Conscience," fourth, in this series of six lectures on nutrition. Tuesday, May 9th, the topic will be "Meals as Men Like them"; Tuesday, May 16th, the final lecture, "One Touch of Canning Genius." Talks on Canning will follow the Nutrition sessions. Open to Press and public. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Tuesday May 2 4:00 P.M.	COCKTAIL PARTY OPENING: NEW JEWELRY FIRM This well-known firm, with branches in Chicago and Hollywood, now caters to clients in New York at their new address. Cocktail party for Press, by invitation. Official public opening May 3rd. Publicity: Mary Alice Rice, CI. 6-1790.	LACKRITZ, JEWELERS	SALON 1 EAST 57TH STREET
Wednesday May 3 6:00 P.M.	SUMMER FASHION PRESENTATION A coordinated fashion show for women of all ages with special emphasis on junior fashions. All summer ideas, including play clothes, beach wear, cottons, prints, etc., all completely accessorized. Open to press and public. Publicity: Frances Patten, ST. 9-4700.	JOHN WANAMAKER	BUDGET STORE
Wednesday May 3	OPENING: PARIS FASH- IONS BETWEEN WARS Fashions between 1918-1936 seen in color sketches of famous couturier clothes from a collection of 5000 sketches including models by Chanel, Molyneux, Patou, Vionnet, Lanvin, and others, bequeathed to the Museum by C. J. Oppenheim of Jay Thorpe. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. BALCONY
Wednesday May 3 Thursday May 4	FUR DESIGNERS STAGE FASHION SHOW Ten outstanding fur designers will for the first time, present a group fashion show of fur coats, jackets and scarfs at the Governor Clinton Hotel. Designers include some of the leading furriers in N. Y. Designs and models will be dramatized, they say, on a scale hitherto unseen in the fur industry. The show will be presented Wednesday, May 3, at 10:00 A.M. for the Press; also Wednesday, 2:30 P.M.; Thursday, 10:00 A.M. and 2:30 P.M. for buyers, skin dealers, and retailers. There will be evening repeat performances both nights, Wednesday, 8:00 P.M. for retailers, and Thursday, 7:00 P.M. for out-of-towners and department store buyers. For further information, contact: Anita Grey, PE. 6-6956.	N.Y. FUR STYLISTS	GOVERNOR CLINTON HOTEL 7TH AVE. AT 31ST ST.
Thursday May 4	SUMMER SEWING FASHION SHOW Presented at 12:30, 2:30, 4:30 and 6:30 P.M., this show will feature Advance Patterns of cotton play clothes, casual dresses, suits and "dress-up" fashions of interest to home sewers. Varied types of summer clothes for the teen ages, the miss, the "older" young woman, the matron and the "swank" New Yorker, will be shown. Press and public invited. Contact: Dorothy De Groat, CH. 4-2000.	R. H. MACY & CO., INC. & ADVANCE PATTERNS	DRESSMAKING CENTER 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 4 9:30 P.M.	PARTY TO AID RED CROSS "One Touch of Genius" is the theme of the fashion show presented by Elizabeth Arden to aid the Red Cross, sponsored by a group of top-drawer N. Y. society women. Included will be music, dancing, refreshments and naturally, make-up fashions by Elizabeth Arden on models wearing clothes designed by Charles James especially for this event. Tickets, \$5 each, incl. tax. Proceeds revert entirely to Red Cross War Fund. Attendance, strictly by invitation. Publicity: Elizabeth Fenton, PL. 3-3410.	ELIZABETH ARDEN	RITZ CARLTON HOTEL CRYSTAL ROOM
Friday May 5 3:15 P.M. <i>44 + full</i>	COOKING SCHOOL: "FRUIT TREATS" A lesson for smart home-makers, showing nutritious dishes made from fruits. Lecturer, Elsa Steinberger, home-economist from the Brooklyn Union Gas Co. Recipes distributed free. Open to press and public. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN.	COLONIAL ROOM 3RD FLOOR
Beginning Friday May 5- Jan., 1945	COURSE IN ADVANCED METEOROLOGY Sponsored by U. S. Weather Bureau, this course is free for women who have had 2 years of college, including physics and mathematics through calculus. Completion of course entitles graduates to civil service employment with the Weather Bureau; salaries up to \$2400. a year. Apply in writing, Room H, Dept. of Meteorology, College of Engineering, New York University Heights, New York.	NEW YORK UNIVERSITY COLLEGE OF ENGINEERING	UNIVERSITY HEIGHTS NEW YORK
Saturday May 6	ANNUAL RECEPTION AND DINNER Guest of honor at the 45th anniversary of the National Jewish Hospital at Denver, will be Reagen P. Connally, Pres. Interstate Department Stores and recently resigned head of the Consumer Division of the OPA. This widely attended charity affair always draws the most important New York retailers and manufacturers. Tickets, \$50 per couple, obtainable Nat'l Jewish Hospital, 19 West 44th St. Contact: Mr. Houtz, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Sunday May 7-12	SAN FRANCISCO FALL APPAREL OPENINGS	SAN FRANCISCO MFRS. AND WHOLESALE ASSOCIATION	INDIVIDUAL SAN FRAN- CISCO SHOWROOMS
Monday May 8 1:00 P.M. Luncheon	COTTON FASHIONS AT LUNCHEON Special cotton costumes and play clothes will be featured, emphasizing year-round uses of cottons, during this first St. Regis Roof-luncheon of the season. Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publicity: Mildred Kaldor, WI. 7-9600. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	FRANKLIN SIMON	ST. REGIS HOTEL ROOF GARDEN
Monday May 8 5:00 P.M.- 7:00 P.M.	ANNUAL GRADUATION FASHION SHOW & TEA The students of this fashion career school always plan their own graduation fashion show as an example of showmanship, part of their school instruction. Attendance by invitations only. Publicity: Rosemary Sheehan, CO. 5-3147.	TOBÉ COBURN SCHOOL FOR FASHION CAREERS	SCHOOL 1 WEST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 8- May 15	RECRUITMENT DRIVE FOR PRACTICAL NURSES Climaxing its first year of activity by beginning a new, extensive drive for recruits, practical nursing will be dramatized in display windows, by New York department stores during week of May 8th. Practical nurse recruitment will also be plugged on women's radio programs and in newspapers. Publicity: Ann R. Silver, MU. 2-8633.	COMMITTEE FOR RECRUITMENT	250 WEST 57TH STREET
Tuesday May 9 1:00 P.M. Luncheon	BRIDAL GIFTS FASHION SHOW Jensen gift silver and china are tied in with a Bridal gown by Jay Thorpe at this luncheon fashion show. Open to public. Press by invitation. Luncheon a la carte. Jensen Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600.	GEORG JENSEN	RITZ CARLTON HOTEL OVAL ROOM
Tuesday May 9 4:00 P.M.- 6:00 P.M.	COCKTAIL PARTY HOUSE- WARMING FOR PRESS A cocktail party reception to mark the opening of Arpad's new shop at 689 5th Avenue. There will be a showing of Arpad's famous "Necessaries". Press strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	ARPAD	NEW SALON 689 5TH AVENUE
Tuesday May 9 4:45 P.M.	HAIR FASHION PREVIEW New summer and fall fashions for hair, with many new coiffure twists for summer-sports and fall-dress-up occasions. Press by invitation. Contact: Bernord Az Guro, WI. 2-1692. Waldorf Publicity: Ted Saucier, EL. 5-3000.	BERNORD AZ GURO	WALDORF ASTORIA HOTEL CARPENTER SUITE
Wednesday May 10 Luncheon	SUMMER STYLE SHOW Milgrim's brings smart fashions to suburbanites by staging a town and country event showing everything from sophisticated clothes to simple country and resort attire. Westchester Biltmore Club members invited. Press by invitation. Publicity: Ruth Waltz, CI. 7-7200.	MILGRIM'S (WHITE PLAINS)	WESTCHESTER BILTMORE CLUB WESTCHESTER, N. Y.
Wednesday May 10 3:00 P.M., 7:00 P.M.	FABRIC FASHION SHOW A summer collection of sports, play, spectator and dressy clothes for women of all ages, stressing sheer rayon, cotton, and linen fabrics. Open to Press and public. Publicity: Florence O'Keefe, ST. 9-4700.	JOHN WANAMAKER HOME STORE	FABRIC DEPARTMENT 5TH FLOOR
Wednesday May 10 3:30 P.M.	PERSONAL APPEARANCE: 1944 MAID OF COTTON Miss Linwood Gisclard, the beautiful maid of cotton, will be featured in a "Luxable Cottons" fashion show at Loeser's where all kinds of summer sports, play, spectator and dressy cottons for every occasion will be modelled. Accessories: shoes, gloves, bags, and hats are also of cotton. There will be other models besides the prize-winning cotton beauty. Commentator, Clara Ferguson, of Lux Laboratories. Press and public invited. Publicity: Paul Murphy. Contact: Ann Haverlin, TR. 5-8100.	FREDERICK LOESER BROOKLYN	RESTAURANT 5TH FLOOR
Thursday May 11 11:00 A.M. (check)	THURSDAY MORNING FASHION LECTURES This Thursday morning fashion lecture will be given by Mrs. Spohn, Designer; topic, "My Form". Thursday, May 18th, "Conservation", will be the topic discussed by Constance Talbot who has written many books about making and (Continued on following page)	R.H. MACY & CO., INC.	DRESSMAKING CENTER 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from previous page)			
caring for clothes. The final session, Thursday, May 25th, will be conducted by Virginia Carter, Director, Macy's Fabric Center. She will discuss, "Summer Tricks". Open to press and public. Contact: Dorothy De Groat, CH. 4-2000.			
Thursday May 11 1:00 P.M. Luncheon	"HAYRIDE COTTONS" FASHION SHOW In this hotel, just around the corner from her own new shop, Mary Lewis marks her Opening with a fashion-luncheon at the Plaza, showing beach clothes, play clothes, spectator fashions, children's styles, and mother and daughter fashions. Open to public. Press by invitation. Luncheon, \$2. Mary Lewis Publicity: Rosemary Sheehan, CO. 5-3147. Plaza Publicity: Alma Zaiss, PL. 3-1740.	MARY LEWIS	PLAZA HOTEL PERSIAN ROOM
Thursday May 11 2:30 P.M., 6:30 P.M.	OPENING: SUN AND COTTON SHOP An informal showing of summer clothes including California cottons for Beach and Resort wear; also, day-time dresses, play clothes, short evening dresses, etc. Open to press and public. Publ.: Miriam Priluk, TR. 5-3100.	MARTIN'S BROOKLYN	3RD FLOOR
May 14	MOTHER'S DAY (Sunday)		
Monday May 15 1:00 P.M. Luncheon	MID-SUMMER STYLE SHOW Charming town and country styles expressed in chiffon, foulards, embroidered muslin, etc. Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, PL. 3-4500.	FARQUHARSON & WHEELLOCK (23 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday May 15	OPENING: FALL BLOUSE LINES	MEDIUM AND BETTER PRICE BLOUSE MANUFACTURERS	INDIVIDUAL NEW YORK SHOW ROOMS
Beginning Monday May 15- June 15	CONTEST: "DESIGN IT, NAME IT" Teen-agers the country over, are invited to participate in this competition. They are asked to design a sports dress or a date frock, and name the garment submitted. \$1,000 in War Bonds and stamps will be awarded to 30 winners based on originality, practicability, and adaptability. The committee of judges includes such personalities as Harry Conover, H. Lyolene, Adelaide Hawley, Vyvyan Donner, Julia Coburn, Matilda Taylor, Jane Withers and others. All stores are invited to participate; interested teens will apply at stores entering contest. Publicity: Bert Nevins, MU. 2-9085.	TEENTIMERS, INC. (1359 BROADWAY)	STORES THROUGHOUT THE COUNTRY
Beginning Monday May 15	APPAREL AND MILLINERY FALL MARKET WEEK	ASSOCIATED APPAREL MFRS. OF LOS ANGELES & LOS ANGELES MILLINERY GUILD	INDIVIDUAL LOS ANGELES SHOWROOMS
Beginning Monday May 15- June 3	ANNUAL EXHIBIT: ADVERTISING ART 300 examples of the best national advertising art pre-selected by experts and a "man-in-the-street" jury. These illustrations were submitted by artists, photographers, and designers of work published between Feb. 15, 1943-Apr. 1, 1944. Press and public invited. Contact: Winifred Karn, CA. 5-8400.	THE ART DIRECTORS CLUB OF NEW YORK	630 5TH AVENUE ROCKEFELLER CENTER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 15- May 17 <i>Cancelled</i>	STORE OPERATING FORUM A conference discussing basic store operating procedures and practices. NRDGA members who are store managers, superintendents, personnel directors, training and employment managers and executives are invited to attend. For further information, Contact: Edward Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	STATLER HOTEL CLEVELAND, OHIO
Tuesday May 16 1:00 P.M. Luncheon	WHAT THE THREE WAR BRIDES SHOULD WEAR To the tune of "3 Little Sisters", Jay Thorpe will present a fashion show featuring the bridal and trousseaux outfits of three girls, one marrying a soldier, one marrying a sailor, and one a marine. Fashions from Jay Thorpe's Smart Set Shop. Dorothy Gray will demonstrate 10 Beauty rules for Brides. Open to public. Press by invitation. Luncheon a la carte. Thorpe Publ.: Murrow McCurnin, CI. 7-4300. Ritz: Marion Morrison, PL.3-4600.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM
Wednesday May 17 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON This show marks the summer opening of the Waldorf's Starlight Roof. Russeks will present summer fashions in cottons, rayons, spectator and play clothes. Open to public. Press by invitation. Luncheon a la carte. Russeks Publ.: Beatrice Castle, WI. 7-1900. Waldorf Publ.: Ted Saucier, EL. 5-3000.	RUSSEKS 5TH AVENUE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Thursday May 18- Friday May 19 <i>May 18 - Closed</i>	ANNUAL CONVENTION This annual two-day Toilet Goods convention will include talks by Elmer Tysdal, Assistant Chief, Cosmetics & Toiletries, WPB. and other leading exponents of the cosmetic field, including Herman Brooks, Pres. of the Association. Each day there will be stimulating speeches, and on Thurs. Evening there will be a meeting of the Scientific Section. Press and members invited. Contact: Toilet Goods Association, CO. 5-5443.	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Sunday May 21 2:30 P.M.	"I AM AN AMERICAN DAY" Thousands of new citizens will be given the oath of allegiance by Chief Judge Irving Lehman; there will be addresses by government and military leaders and entertainment by stage, screen and radio personalities.	MAYOR LA GUARDIA	CENTRAL PARK MALL
Sunday May 21-23	DISPLAY MARKET WEEK IN CHICAGO	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	MORRISON HOTEL CHICAGO, ILLINOIS
Monday May 22- May 26	DALLAS FALL MARKET SHOWINGS Buyers are traveling to Dallas now nearly as much as they do to N.Y. to see the latest in sports, play, southwestern and spectator fashions. There will be 150 exhibitors in the show. Contact: Hucie Houston, Baker Hotel, Dallas.	AMERICAN FASHION ASSOCIATION	BAKER & ADOLPHUS HOTELS DALLAS, TEXAS
Monday May 22- May 27	NATIONAL COTTON WEEK This year's celebration emphasizes the role of cotton in peace and war. Its slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton, with emphasis on the new plastic finishes for troop uses, and other exciting developments in cotton fabrics. To tie-in, contact: Cotton-Textile Institute, WO. 2-0270.	COTTON-TEXTILE INSTITUTE NATIONAL COTTON COUNCIL	ALL OVER THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 22- May 27	UNITED SEAMEN'S SERV- ICE WEEK Patriotic window display material including safety-at-sea exhibits, posters, banners and flags, will be available to stores in connection with United Seamen's Service Week, May 22-27. For further information, Contact: Harry Klemfuss, Public Relations Division, United Seamen's Service, 39 Broadway, New York City.	UNITED SEAMEN'S SERVICE (39 BROADWAY)	ALL STORE WINDOWS AROUND THE COUNTRY
Wednesday May 24 1:00 P.M. Luncheon	LUNCHEON SHOW OF SUMMER FASHIONS Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publ.: Josephine Hughes, WI. 2-2600. Waldorf Publ.: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday May 24	15TH ANNIVERSARY EXHIBIT: "ART IN PROGRESS" This exhibit, which includes paintings, sculpture, architecture, industrial art, photography, dance and theatre design, and motion pictures, will fill 3 floors of the Museum and be on view through the summer. Public invited. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Saturday May 26-30 May 29- June 5	DISPLAY MARKET WEEK IN N. Y. FALL FASHION OPENINGS	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES LEADING N. Y. COAT AND SUIT HOUSES	PENNSYLVANIA HOTEL BROADWAY AT 33RD ST. INDIVIDUAL NEW YORK SHOWROOMS
Friday June 2	GRADUATION LUNCHEON OF FASHION CLASS 80 young women graduates, representing every section of the United States (and Hawaii), will be guests of this fashion-career school at a formal graduation ceremony and luncheon. Press by invitation. For further information, Contact: Laboratory Institute of Merchandising, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF ASTORIA HOTEL PERROQUET SUITE
Beginning Monday June 5	FALL SPORTSWEAR LINES OPEN Members of the Sportswear Guild who will show their lines include: Adler & Adler; Davidow; David M. Goodstein; Kane-Weill; Mutual-Rosenbloom; Charles W. Nudelman; Zoltan Rosenberg; Sport-Craft; and Star-Maid Dresses.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
Beginning Monday June 5	OPENING FALL LINES Guild members who will show their lines include: Hansen Bang; William Bass Dresses; Anthony Blotta; Capri Frocks; Carlye Dresses; Deitsch, Wersba & Coppola; Fox-Brownie; Ed Gerrick; A. Goodman; Fred Greenberg Dresses; Joseph Halpert; Horwitz & Duberman; Junior League Frocks; International Dresses; Kaplan & Grabois; Samuel Kass; La Rue Dresses; David Leonard & Levine; Mary Lee; Parnis-Levinson; Ben Reig; C. H. D. Robbins; Martin Simons; Herbert Sondheim; Suzanne-Augustine; and Zuckerman & Kraus. Contacts: Leonard Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
Wednesday June 14 4:00 P.M.- 7:00 P.M.	FASHION SHOW AND PRESS PARTY The 4th Annual National Sewing Contest Fashion Show and Cocktail Party sponsored by the National Needlecraft Bureau is the climaxing event to award prizes to National sewing champions. Local contests are now being held all over the country, on radio and in newspapers. The New York contest is being conducted by Alma Kitchell, over WJZ. Publicity: Gwen McKenna, 485 Madison Avenue, EL. 5-5580.	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF ASTORIA HOTEL SERT ROOM

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday.....PREMIERE: "THE WHISTLER" (Movie) RIALTO THEATRE, 1481 BROADWAY
 Apr. 28 A Columbia picture starring Richard Dix, Gloria Stewart, Jay Carrol, Alan Dinehart. A mystery thriller based on a popular radio serial. Publicity: Hortense Schorr, BR. 9-7900.

Friday.....7TH SEASON: SAN CARLO OPERA CO. CENTER THEATRE, 6TH AVE. AT 50TH ST.
 Apr. 28 Fortune Gallo's troupe consisting of 150 persons including the orchestra, chorus, and ballet. Fri., Apr. 28, "Aida"; Sat., Apr. 29, Matinee, "Faust"; Sat., Apr. 29, Evening, "Rigoletto"; Sun., Apr. 30, Matinee, "La Boheme"; Sun., Apr. 30, Evening, "Trovatore"; Mon., May 1, "Tosca"; Tues., May 2, "Cavalleria Rusticana"; Wed., May 3, "Carmen." Future programs will be listed. Publicity: Charles Washburn, CI. 6-5775.

Friday.....OPENING: "A HIGHLAND FLING" PLYMOUTH THEATRE, 236 WEST 45TH STREET
 Apr. 28 A new comedy by Margaret Curtis, author and actress, starring Ralph Forbes. 8:40 P.M. Costumes, Motley. Publicity: Phyllis Perlman, CI. 5-5820.

Beginning..DOUBLE BILL AT OPERA ALVIN THEATRE, 250 WEST 52ND STREET
 Sunday Pergolesi's "Serva Padrona" and Wolf Ferrari's "Secret of Suzanne" will be
 Apr. 30 given this Sunday evening at the Alvin Theatre. This troupe is the same one as gives "Helen Goes to Troy"; they have voted to give their Sunday nights over to opera. Publicity: James Proctor, MU. 2-9147.

Monday.....OPENING: CITY CENTER OPERA CO. N.Y. CITY CENTER, 131 WEST 55TH STREET
 May 1 Sixteen performances of seven operas will be heard during a two-week opera season at the City Center. The operas include "Carmen", "La Traviata", "La Boheme", "Martha", "Pagliacci", and "Cavalleria Rusticana". Tickets 75¢-\$2, obtainable at box office. Publ.: Jean Dalrymple, MU. 5-3114.

Wednesday..PREMIERE: "GOING MY WAY" (Movie) PARAMOUNT THEATRE, TIMES SQUARE
 May 3 A Paramount singing picture starring Bing Crosby and Rise Stevens. Costumes, Edith Head. Publicity: Aileen Brenon, BR. 9-8700.

Wednesday..OPENING: "PICK-UP GIRL" 48TH STREET THEATRE, 157 WEST 48TH ST.
 May 3 "Pick-Up Girl", the new Michael Todd production about juvenile delinquency
 8:40 P.M. has had favorable out-of-town notices. William Harrigan, Pamela Rivers, Lily Valenty and others are featured. Costumes, Emeline Roche. Publicity: Ben Kornzweig, CI. 7-0510.

Wednesday..PREMIERE: "ADVENTURES OF MARK TWAIN (Movie) HOLLYWOOD, B'WAY AT 51ST ST.
 May 3 A Warner Brothers picture starring Frederic March and Alexis Smith. Costumes, Orry Kelly. Publicity: Eve Siegel, CI. 6-1000.

Thursday...PREMIERE: "GASLIGHT" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
 May 4 An MGM dramatic mystery-romance starring Charles Boyer, Ingrid Bergman and Joseph Cotten. Costumes, Irene. Publicity: Herbert Crocker, BR. 9-7800.

Friday.....PREMIERE: "BETWEEN TWO WORLDS" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 May 5 A Warner Brothers picture starring John Garfield, Eleanor Parker and Paul Henreid. This is a brooding picture of life after death, adapted from the play Outward Bound. Costumes, Leah Rhodes. Publ.: Eve Siegel, CI. 6-1000.

Monday.....OPENING: "HICKORY STICK" MANSFIELD THEATRE, 256 WEST 47TH ST.
 May 8 The new Ewing and Elkins play; another presentation concerned with the problem of juvenile delinquency. Costume supervision, Rose Bogdanoff. Publicity: James Proctor, MU. 2-9147.

Thursday...OPENING: STARLIGHT ROOF, WALDORF ASTORIAL HOTEL, PARK AVE. AT 50TH ST.
 May 11 George Hamilton's sweet band opens the summer season of the Starlight Roof featuring June Howard, vocalist, and Morton Downey, singer of popular songs. Mischa Borr and his Tango-rumba band will alternate. Publicity: Ted Saucier, EL. 5-3000.

Tuesday....OPENING: "NEW MOON" NEW YORK CITY CENTER, 131 WEST 55TH STREET
 May 16 "New Moon" will inaugurate the new musical comedy and operetta season at the New York City Center. Directed by Jose Ruben. Music by Sigmund Romberg. Publicity: Karl Bernstein, CI. 6-0427.